

Azure End to End Data Pipeline Project

Business Request

The company currently lacks visibility into key business areas such as customer behavior and churn, product and financial performance, and purchase and return trends. To address this gap, stakeholders have requested a comprehensive KPI dashboard leveraging the organization's existing sales data from both on-premises SQL databases and online sources.

The dashboard should provide actionable insights into product sales, segmented by category, time period, and region. Key metrics will include total purchases, total sales revenue, and a detailed revenue breakdown by product. Additionally, the dashboard must offer interactive filtering capabilities and a user-friendly date range selector for dynamic analysis.

Solution Overview

To meet this need, we propose developing a scalable data pipeline that extracts customer and sales data from the on-premises SQL database and online sources, ingests it into Azure, and applies the necessary transformations to prepare it for analysis. The refined data will feed into a custom KPI dashboard designed to meet stakeholder requirements.